



THE KANSAS CITY STAR

The Kansas City Times

(THE *Morning* KANSAS CITY STAR)

1729 Grand Avenue • Kansas City, Missouri 64108 • (816) 421-1200

June 15, 1975

Marc F. Wilson
Curator of Oriental Art
Nelson Gallery of Art
45th and Oak Streets
Kansas City, Missouri 64111

Dear Mr. Wilson:

I have enclosed a copy of the results taken from the survey conducted by the Star's market research department during the exhibition. I hope the information will be useful to you for planning other such events at the gallery.

If you have any questions, please don't hesitate to call me or Ms. Jackie Nixon of the market research department.

Sincerely,

Alice Hartmann

Alice M. Hartmann

A Member of The Staff

WHO ARE THE VIEWERS
OF THE EXHIBITION OF
ARCHAEOLOGICAL FINDS
OF THE PEOPLES REPUBLIC OF CHINA?

SURVEY # 7527

Market Research Department

June, 1975

SURVEY METHODOLOGY

1. This survey was conducted by the Star's Market Research Department using a self-administered questionnaire.
2. Questionnaires were made available to viewers of the exhibition at different times of the day. Completion of the questionnaires was voluntary. A total Sample size of 901 questionnaires were used.
3. Respondents under the age of 18 were excluded from the sample.
4. Interviewing was conducted from ~~June 7th~~ ^{May 31} thru ~~14th~~ ^{June 8}, 1975.
5. Responses were tabulated through the use of the computer.
6. Question #14 was not tabulated but responses were compiled to find how out of town visitors felt toward Kansas City.

WHO ARE THE VIEWERS OF THE EXHIBITION OF ARCHAEOLOGICAL
FINDS OF THE PEOPLES REPUBLIC OF CHINA?

-- A POLL --

The Kansas City Star, through the use of this questionnaire, is attempting to determine the economic and cultural impact of this event on Metropolitan Kansas City. It also is an attempt to compile a profile of you and your neighbors who patronize the area's cultural facilities. While we realize it is an inconvenience to fill in such a questionnaire, we believe it is important enough to ask you to do so. You will not be asked to furnish your name but we do ask that the answers to the questions below be as accurate as possible. Please indicate your answers with a circle or a check. THANK YOU FOR YOUR TIME AND WE HOPE YOU ENJOY THE EXHIBITION.

THE KANSAS CITY STAR

1. How many times have you viewed the exhibition?
First time ____ (8) 5 to 10 ____ (10)
2 to 5 ____ (9) More than 10 ____ (11)
2. Did you come to the exhibition alone or were you accompanied by your family or a group?
Alone ____ (12) Group ____ (14)
Family ____ (13) Other ____ (15)
(Please specify)
3. Where did you first learn of the Chinese Exhibition?
Television ____ (16) Friends/relatives ____ (19)
Radio ____ (17) Other ____ (20)
Newspaper ____ (18) (Please specify)
4. Do you believe events of this type will help better relations between America and China?
Yes ____ (21) No ____ (22) Don't Know ____ (23)
5. Which of the following best describes your reason for attending the exhibition?
Participation in a cultural exchange ____ (24)
Interest as a general patron of the arts ____ (25)
Interest in the artifacts of another people ____ (26)
General curiosity ____ (27)
Other ____ (28)
(Please specify)
6. Have you ever visited the Nelson-Atkins Museum before?
Yes ____ (29) No ____ (30)
7. Are you a resident of the Greater Kansas City area?
Yes ____ (31) No ____ (32)

7b. If so, in which part of the area do you reside?

Kansas City in Jackson County _____(33)

Jackson County outside of Kansas City _____(34)

Johnson County _____(35)

Clay County _____(36)

Platte County _____(37)

Wyandotte County _____(93)

Cass County _____(38)

IF A RESIDENT OF KANSAS CITY, PLEASE SKIP TO QUESTION #16.

If you are not a resident, please answer the following questions.

8. If you do not live in the Greater Kansas City area, please specify in which state you live?

Missouri _____(39)

Nebraska _____(42)

Kansas _____(40)

Other _____(43)

Iowa _____(41)

9. If not a resident, how far did you travel to see this exhibition?

50 - 100 miles _____(44)

251 - 500 miles _____(46)

101 - 250 miles _____(45)

500 miles or more _____(47)

10. Is this your first trip to Kansas City?

Yes _____(49)

No _____(50)

11. By which mode of transportation did you travel?

Car _____(51)

Plane _____(53)

Bus _____(52)

Other _____(54)

12. How long are you planning to stay in Kansas City?

One day _____(55)

Three days _____(57)

Two days _____(56)

Four day or more _____(58)

13. If you are staying over night, which of the following accommodations are you using?

Not staying over night _____(60)

Private home _____(62)

Hotel or motel _____(61)

Other _____(63)

14. What is your overall impression of Kansas City?

15. How much money do you expect to spend while you're here?

Under \$25 _____(64)

\$100 - \$200 _____(67)

\$25 - \$50 _____(65)

Over \$200 _____(68)

\$50 - \$100 _____(66)

Don't Know _____(69)

16. What is your cultural heritage?

White _____(70)

Spanish _____(73)

Black _____(71)

Other _____(74)

Oriental _____(72)

Thank you very much for your cooperation, now all I need is a little information to help classify this questionnaire.

17. What is your sex?

Male _____(76)

Female _____(77)

18. In which age category do you belong?

18 - 24 _____(78)

50 - 64 _____(81)

25 - 34 _____(79)

65 or over _____(82)

35 - 49 _____(80)

19. In which of the following categories does your education fall?

Some college or more _____(84)

High School Graduate _____(85)

Some High School or less _____(86)

20. In which of the following categories does your income fall?

Under \$5,000 _____(88)

\$5,000-\$9,999 _____(89)

\$10,000-\$14,999 _____(90)

\$15,000 or more _____(91)

Don't Know _____(92)

Who Are The Viewers Of The Exhibition Of Archaeological
Finds Of The Peoples Republic Of China?
SURVEY # 7527

1. How many times have you viewed the exhibition?

First time	<u>822</u>	<u>91 %</u>
2 to 5	<u>78</u>	<u>9 %</u>
5 to 10	<u>1</u>	<u>- %</u>
More than 10	<u>-</u>	<u>- %</u>
TOTAL	<u>901</u>	<u>100 %</u>

2. Did you come to the exhibition alone or were you accompanied by your family or a group?

Alone	<u>99</u>	<u>11 %</u>
Family	<u>531</u>	<u>59 %</u>
Group	<u>130</u>	<u>14 %</u>
Other (Friends)	<u>141</u>	<u>16 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

3. Where did you first learn of the Chinese Exhibition?

Television	<u>99</u>	<u>11 %</u>
Radio	<u>11</u>	<u>1 %</u>
Newspaper	<u>378</u>	<u>42 %</u>
Friends/Relatives	<u>212</u>	<u>24 %</u>
Combination of above/all of above	<u>67</u>	<u>7 %</u>
Other	<u>134</u>	<u>15 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

4. Do you believe events of this type will help better relations between America and China?

Yes	<u>681</u>	<u>76 %</u>
No	<u>67</u>	<u>7 %</u>
Don't Know	<u>153</u>	<u>17 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

5. Which of the following best describes your reason for attending the exhibition?

Participation in a cultural exchange	<u>58</u>	<u>6</u> %
Interest as a general patron of the arts	<u>188</u>	<u>21</u> %
Interest in the artifacts of another people	<u>407</u>	<u>45</u> %
General curiosity	<u>126</u>	<u>14</u> %
All of above/Combination of above	<u>98</u>	<u>11</u> %
Other	<u>24</u>	<u>3</u> %
	<u>901</u>	<u>100</u> %

6. Have you ever visited the Nelson-Atkins Museum before?

Yes	<u>653</u>	<u>72</u> %
No	<u>248</u>	<u>28</u> %
TOTAL	<u>901</u>	<u>100</u> %

7. Are you a resident of the Greater Kansas City area?

Yes	<u>507</u>	<u>56</u> %
No	<u>394</u>	<u>44</u> %
TOTAL	<u>901</u>	<u>100</u> %

7b. If so, in which part of the area do you reside?

Kansas City in Jackson County	<u>160</u>	<u>32</u> %
Jackson County outside of Kansas City	<u>81</u>	<u>16</u> %
Johnson County	<u>159</u>	<u>31</u> %
Clay County	<u>40</u>	<u>8</u> %
Platte County	<u>22</u>	<u>4</u> %
Cass County	<u>5</u>	<u>1</u> %
Wyandotte County	<u>40</u>	<u>8</u> %
TOTAL	<u>507</u>	<u>100</u> %

8. If you do not live in the Greater Kansas City area, please specify in which state you live?

Missouri	<u>148</u>	<u>38 %</u>
Kansas	<u>86</u>	<u>22 %</u>
Iowa	<u>23</u>	<u>6 %</u>
Nebraska	<u>32</u>	<u>8 %</u>
Other	<u>105</u>	<u>26 %</u>
TOTAL	<u>394</u>	<u>100 %</u>

9. If not a resident, how far did you travel to see this exhibition?

50 - 100 Miles	<u>89</u>	<u>23 %</u>
101 - 250 Miles	<u>157</u>	<u>39 %</u>
251 - 500 Miles	<u>89</u>	<u>23 %</u>
500 Miles or More	<u>59</u>	<u>15 %</u>
TOTAL	<u>394</u>	<u>100 %</u>

10. Is this your first trip to Kansas City?

Yes	<u>45</u>	<u>11 %</u>
No	<u>349</u>	<u>89 %</u>
TOTAL	<u>394</u>	<u>100 %</u>

11. By which mode of transportation did you travel?

Car	<u>352</u>	<u>89 %</u>
Bus	<u>5</u>	<u>1 %</u>
Plane	<u>34</u>	<u>9 %</u>
Other	<u>3</u>	<u>1 %</u>
TOTAL	<u>394</u>	<u>100 %</u>

12. How long are you planning to stay in Kansas City?

One day	<u>181</u>	<u>46 %</u>
Two days	<u>118</u>	<u>30 %</u>
Three days	<u>53</u>	<u>13 %</u>
Four days or more	<u>42</u>	<u>11 %</u>
TOTAL	<u>394</u>	<u>100 %</u>

18. In which age category do you belong?

18 - 24	<u>173</u>	<u>19 %</u>
25 - 34	<u>268</u>	<u>30 %</u>
35 - 49	<u>214</u>	<u>24 %</u>
50 - 64	<u>175</u>	<u>20 %</u>
65 or over	<u>58</u>	<u>6 %</u>
No response/refused	<u>13</u>	<u>1 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

19. In which of the following categories does your education fall?

Some college or more	<u>744</u>	<u>83 %</u>
High School Graduate	<u>115</u>	<u>13 %</u>
Some High School or less	<u>27</u>	<u>3 %</u>
No Response/refused	<u>15</u>	<u>1 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

20. In which of the following categories does your income fall?

Under \$5,000	<u>120</u>	<u>13 %</u>
\$5,000-\$9,999	<u>127</u>	<u>14 %</u>
\$10,000-\$14,999	<u>190</u>	<u>21 %</u>
\$15,000 or More	<u>392</u>	<u>44 %</u>
Don't Know/refused	<u>72</u>	<u>8 %</u>
TOTAL	<u>901</u>	<u>100 %</u>

OTHER SOURCES OF LEARNING OF THE CHINESE EXHIBITION

Nelson Gallery Tour in April

Smithsonian Magazine

Time Magazine

New York Times Magazine

National Geographic

Southwestern Bell Folder in Bill

Colleges or Schools

Out-Of-Town Art Galleries

Magazines

Posters

Friends of Art

Announcement in Motel

At Work

OTHER STATES REPRESENTED BY OUT-OF-TOWN VISITOR

Oklahoma ✓

New York ✓

Texas ✓

Illinois ✓

Colorado ✓

Kentucky ✓

Wisconsin

Michigan ✓

Georgia ✓

Louisiana ✓

Ohio ✓

Washington

Arkansas ✓

California ✓

Massachusetts ✓

Indiana ✓

Minnesota ✓

New Mexico ✓

South Carolina ✓

North Carolina ✓

Virginia ✓

Connecticut ✓

Tennessee ✓

Hawaii ✓

3 Dakota ✓

neb. ✓

Iowa ✓

Alabama ①

Arizona

Oregon ✓

Washington

POSITIVE COMMENTS

I like the parks and green areas. I'm sorry to see the deterioration of the inner city, downtown was so quiet. The rest seems vital and exciting. - People are friendly and warm.

A great place to be from.

Have always enjoyed it. visiting relatives and shopping here often as well as coming to the Museum.

Growing fondness.

For a city this size, beautiful. Congradulations on your parks.

A very clean city, a city which I would consider living in.

A good place to visit but perfer living in a small town.

I love the scenery and the general atmosphere of the area.

Fantastic

I was raised here. I hate big cities but K.C. is O.K. for a city.

Seems to be on the move. Has flavor of the West as well as the Midwest. Relates well to Art.

Staying at Crown Center Hotel - Outstanding

Its a beautiful city which is very culturally motivating. I love wondering through the city.

Wonderful - Wonderful

Big, Busy, nicely kept for it's size.

One of the most beautiful cities in our country.

Great. Your city could give ours an inspiration as to the potential of improvement and beautification.

Super.

Clean - Beautiful - Green - Interesting

I enjoy the city and all that its has to offer. I would like to live here.

Crowded - Impressive. Like especially the Plaza area.

Excellent. People are freindly and helpful to visitors.

Positive comments Con't

Clean - Attractive - Green

A great city, lots to do. Attractive

I grew up here. I love it.

I don't like cities, but this is nicer than most.

Most favorable. As a major economic and culture center in U.S. Growing at an astounding rate.

Great., but have only seen the Country Club Plaza and surrounding area.

Impressed by overall appearance of city, and with the cultural activities available.

Very Good

A very attractive town.

Beautiful cultural city (2)

As cities go - its great. Clean Attractive - seems to be a good deal of civic pride.

A fun place to visit with the things to see and do which I expect of a large city, but without smog. A freindly place.

Love it want to come back soon.

Fantastic place, I will return.

Beuatiful, not overly crowded.

Good and potential in future

Interesting for cultural activities, shopping, and dinning.

We enjoy coming to K.C. for entertainment and cultural exhibits, but prefer to live in our small town. (10,000 pop.)

I like to come and go home.

Neat and Clean

Young, energetic, interesting, nice people.

Handsome City.

Haven't seen too much, nice so far

Positive comments Con't

Very Impressive.

Pleasant - enjoy the parks and fountains.

Clean, Nice combination of New and Old.

Haven't seen too much of K.C. yet , we are impressed with what we have seen so far.

I love it.

Fascinating beautiful countryside
Offers many cultural attractions.

Spectacular Museum

Extremely impressive museum,

Lovely city nicely planned

I like it(2)

Big, but alot of activity.

The greatest.

Love it - Born here

Progressive and Improving

Lovely - up and coming

It has been one of my favorite cities for sometime.

Progressive and attractive.

Surprised and impressed by sophisititcation of city - especially Country Club development.

Very cultural minded; Beautiful city interesting - well kept.

Beautiful want to see more or come back.

Progressive.

One of the best examples of a great little city or vice versa, surprisingly sophisticated and friendly.

Alright.

Positive Comments Con't

Modern progressive, substantial city. Amazed to see so much new construction.

Love it . Would like to move back when I finish school.

Nice middle size city.

I like it the houses and trees are very pretty.

Beautiful green clean lovely homes and yards, fine large buildings, general fine appearance.

Negative or Neutral Comments

Lousy roads - signs not clear enough to see, read or find.

Too many places you have to pay to park - but is clean compared to St. Louis.

St. Louis is better.

Grapefruit

Too big

Saw great pollution arising from smokestacks in downtown K.C.

Too much advertising

Am from New York City - See it (K.C.) as a non city city - no evening traffic - no people on streets, shopping center oriented.

Nice place to eat, nothing else.

This is an extremely fouled up town. Roads are haphazard, drivers are rude, maps or directions are poor. I will not come back if I can help it.

Smoggy

Its growing so fast its shocking and almost hurts.

Typical big city

The only thing I've liked so far and feel is worth coming here for are the museums and sports.

I'm too tired to know.

I don't care for it too much.

Not a city I would live in.

Bigoted city

Not a city

Dead bars don't stay open late enough lousy service especially at the Ramada Inn and Sambos.

Dirty

Crowded

No response/ No answer